

BETTER CUSTOMER EXPERIENCE IS YOUR BIGGEST COMPETITIVE ADVANTAGE

You can't count on a better product or service any more. These days, you need to create an exceptional customer experience that draws customers through the journey -- from high-funnel marketing leads all the way through to support and service cycles. Clicktools can help you stay ahead of the competition with a feedback program that enables you to understand customers better, communicate more clearly at key interaction points, and drive improvements across the company.



UNDERSTAND YOUR CUSTOMERS better by creating a feedback program with surveys, call scripts, and web forms across the entire customer journey.



IMPROVE CUSTOMER EXPERIENCE to increase retention, upsell, and advocacy and turn feedback into profit.



SHARPEN CUSTOMER FOCUS by making the voice of customer available company-wide.

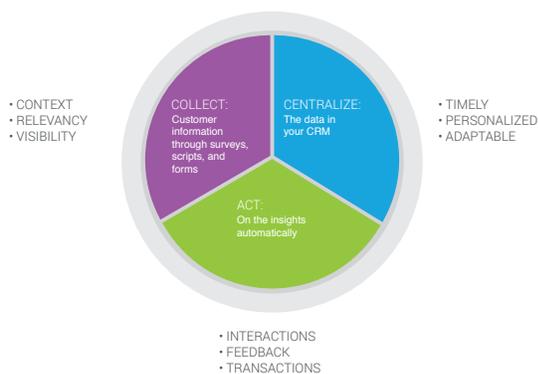


LEVERAGE CRM integration to manage feedback where you manage your customers.



LEVERAGE A CLICKTOOLS CUSTOMER FEEDBACK EXPERT to build a customer experience program that meets your precise needs and desired outcomes.

CUSTOMER EXPERIENCE FLOW



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“Customer experience is the new competitive battlefield.”

-Gartner, June 2015

Clicktools helps organizations transform customer experience to consistently drive improvements and profits. The cloud-based solution enables companies to collect, centralize, and act on customer feedback using surveys, call scripts, and web forms that automatically integrate with CRM.

Schedule a demo today by visiting
clicktools.com/demo



Understand Your Customers

Get even better at knowing what customers want by asking for feedback across the entire customer journey.



Drive Improvements

Use feedback to drive changes in products, processes, and people to reap the financial benefits of improved retention, upsell, and positive word of mouth.



Sharpen Customer Focus

Engage employees and turn everyone into a customer expert by making the voice of the customer accessible company-wide.



Open The Channels

Allow customers to choose how they want to provide feedback with choice of languages and channels.



Leverage CRM

Integrate feedback into CRM to provide company-wide access to critical context and info that directly affect customer experience.



Stay True to the Brand

Forget canned themes; build surveys that reinforce your brand, right down to the URL.



Present Relevant Results

Forget unwieldy data dumps. Instead, use role-based reporting to share only what matters to that person or group.



Turn Detractors Into Promoters

Instantly identify dissatisfied customers with alerts and actions to address customers at risk.



Turn Feedback Into Insight

Transform written comments into meaningful information and trends using text analysis.



“Happy customers will pay 14% more.”

-American Express, 2014 Global Customer Service Barometer

ABOUT CLICKTOOLS

Clicktools solutions help organizations transform customer experience to consistently drive improvements and profits. The company's flagship software, Clicktools, enables companies to collect, centralize, and act on customer feedback using surveys, call scripts, and web forms that integrate with CRM. The company is headquartered in Poole, England, UK with US offices in Phoenix, Arizona. Clicktools is owned by Callidus Software Inc. (NASDAQ: CALD), which operates as CallidusCloud®, the leading provider of sales and marketing effectiveness software.

Contact us today for a FREE demo.

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